



Calendar for America

Community Outreach - Requirements and Resources for 2013

Rob Newell

***ACI, Community Outreach
December 4, 2012***



Monitor vs. Merrimack	1	-	-	-	-	-	-	-	-	-	-
Museum Guest Lectures	40	-	-	-	-	-	-	-	-	-	-
Museum Special Events	45	-	-	-	-	-	-	-	-	-	-
Naval Aviation Centennial (Supporting)	-	-	-	-	-	-	-	-	-	-	-
Navy Birthday	1	-	1	1	1	1	1	1	1	1	-
USS Constitution Turnaround Cruise	4	-	4	4	4	4	4	4	4	4	-
War of 1812 Bicentennial Events	240	-	4	1	-	-	-	-	-	-	-
Woman in the Navy - WAVES (75th)	-	-	-	-	-	1	-	-	-	-	-
Woman in the Navy Yeoman (F) Rating (100th)	-	-	-	-	-	1	-	-	-	-	-
World War I - 100th Anniversary	-	-	-	-	-	1	-	-	-	-	-
World War II - 75th Anniversary	-	-	-	-	1	1	1	1	1	1	-
ONR											
Diversity Partner Conferences	7	-	6	6	6	6	6	6	6	6	-
Expanding Your Horizons	3	-	-	-	-	-	-	-	-	-	-
Fellowship/Awards Programs (NDSEG/YIP/PECASE)	-	-	3	3	3	3	3	3	3	3	-
Higher Education STEM Pgms	-	-	13	13	13	13	13	13	13	13	-
Intern and Apprentice Programs (SEAP/NREIP)	-	-	29	29	29	29	29	29	29	29	-
Iridescent Family Science	71	-	-	-	-	-	-	-	-	-	-
Iridescent Technovation Challenge	32	-	-	-	-	-	-	-	-	-	-
K-12 After School Programs	-	-	30	30	30	30	30	30	30	30	-
Naval Science Awards Program Workshops, Symposiums, and Science Fairs	275	-	500	500	500	500	500	500	500	500	-
NDEP Teacher Development	-	-	19	19	19	19	19	19	19	19	-
Other Youth Science Programs (SeaPerch/YES/EYH)	-	-	52	52	52	52	52	52	52	52	-
Professional Development	-	-	6	6	6	6	6	6	6	6	-
Robotics (including FIRST)	-	-	12	12	12	12	12	12	12	12	-
Science Mathematics and Research for Transformation (SMART)	-	-	9	9	9	9	9	9	9	9	-
SeaPerch	312	-	-	-	-	-	-	-	-	-	-
STEM-Related Exhibits	14	-	-	-	-	-	-	-	-	-	-
Student Career Experience Program (SCEP)	-	-	8	8	8	8	8	8	8	8	-
Student Temporary Employment Program (STEP)	-	-	12	12	12	12	12	12	12	12	-
SPECWAR											
Leap Frog Performances	29	29	29	29	29	29	29	29	29	29	-
USFFC/COMPACFLT											
CONUS PVSTS	40	40	40	40	40	40	40	40	40	40	-
Leaders To Sea U/W Embarks	200	200	200	200	200	200	200	200	200	200	-
TACAIR Demos	80	80	80	80	80	80	80	80	80	80	-
War of 1812	-	6	1	4	1	-	-	-	-	-	-
Total Yearly Events:	2383	1108	1912	1914	1909	1911	1908	1909	1908	1908	50

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How Can We Use These Events to Better Tell Our Story?



Outreach America's Navy Scorecard

BUMED % Complete	
Medical Engagements - 245% (147/60)	
Navy Hospital Tours - 155% (31/20)	
CHINFO % Complete	
Flag Officer 50-50 Program - 72% (36/50)	
Navy Band Support - 179% (538/300)	
Navy Weeks - 100% (15/15)	
CNATRA % Complete	
Blue Angels Public Practices - 51% (18/35)	
Blue Angels Shows - 56% (39/70)	
CNIC % Complete	
Air Shows - 100% (7/7)	
Fleet Weeks - 100% (7/7)	
Local Community Outreach Events - 49% (17/35)	
CNP Diversity % Complete	
African American Events - 100% (11/11)	
American Indian / Alaska Native Events - 100% (2/2)	
Asian Pacific Islander Events - 83% (10/12)	
Hispanic Events - 69% (9/13)	
Multiple Groups Represented - 50% (1/2)	
Women's Events - 225% (9/4)	
CNRC % Complete	
Educator Orientation Visit Underway Embarks - 100% (10/10)	
Educators to Sea - 112% (112/100)	
Friends of the Navy to Recruiting Outreach and Awareness Program - 105% (21/20)	
Profile News Stories - 99% (99/100)	
Recruiting Property Engagements - 100% (40/40)	

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Profile News Stories - 99% (99/100)	
Recruiting Property Engagements - 100% (40/40)	
NHHC % Complete	
60th Anniversary Korean War - 100% (15/15)	
Battle of Midway - 100% (1/1)	
K-12 Home School Program - 100% (60/60)	
Museum Guest Lectures - 100% (40/40)	
Museum Special Events - 100% (45/45)	
Navy Birthday - 100% (1/1)	
USS Constitution Turnaround Cruise - 100% (2/2)	
War of 1812 Bicentennial Events - 100% (240/240)	
ONR % Complete	
Diversity Partner Conferences - 71% (5/7)	
Expanding Your Horizons - 67% (2/3)	
Iridescent Family Science - 44% (31/71)	
Iridescent Technovation Challenge - 66% (21/32)	
Naval Science Awards Program Workshops, Symposiums, and Science Fairs - 36% (100/275)	
SeaPerch - 17% (52/312)	
STEM-Related Exhibits - 29% (4/14)	
SPECWAR % Complete	
Leap Frog Performances - 317% (92/29)	
USFFC/COMPACFLT % Complete	
CONUS PVSTS - 100% (40/40)	
Leaders To Sea U/W Embarks - 100% (200/200)	
TACAIR Demos - 100% (80/80)	

***What Else Should We Be Doing...and
Tracking?***



Updated OPNAVINST 5726.8 - Awaiting Signature

Key Changes

- **Add'l Stakeholders (CNATRA, BUMED, ONR, NSWC)**
- **Updated Requirements for ALL stakeholders**
 - **CHINFO - 50/50 Program; NW Program Refinements**
 - **USFF/PACFLT - New Targets for u/w embarks....40% Community leaders/educators**
 - **CNRC - Synergizing EOVI Program with "Leader's to Sea"**
 - **BUMED - Nation-wide Outreach to Med Schools/Hospitals**
 - **Flag/SES Community - NW/50-50**

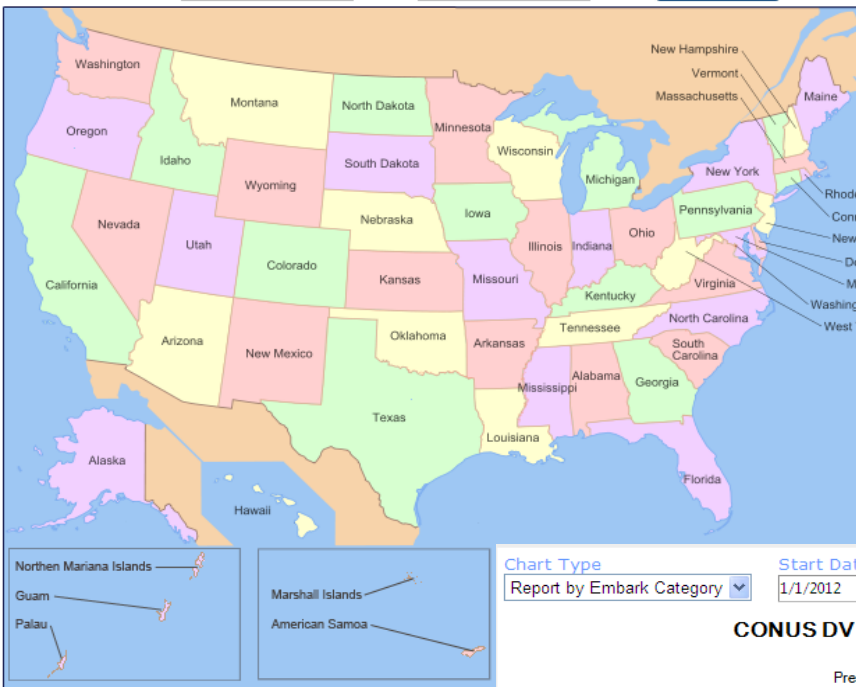
Updates Requirements that Help Americans Understand Who We Are and What We Do



DV Database - Outreach Resource Tool

Select date range to display Home locations for submitted Embarks

Selected State: Start Date: End Date: [Show Map](#)



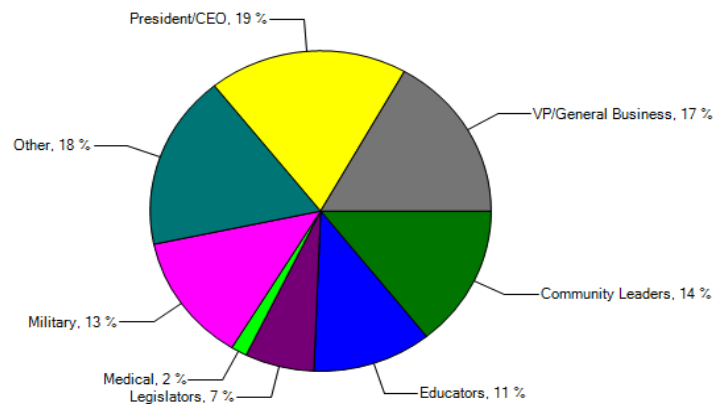
[Export Checked Emails](#)

[Export All Emails](#)

☐	Name	Email	Date Of Embark	City	State
☐	Clark, LtCol Rob	rclark@cnas.org	02/05/2012	Alexandria	VA
☐	Abahazy, Dan	daniel.abahazy@js.pentagon.mil	02/07/2012	Alexandria	VA
☐	Ahern, Seamus	seamus.ahern@navy.mil	03/18/2012	Arlington	VA
☐	Akinwande, Akintunde Ibitayo (Tayo)	Tayo.Akinwande@darpa.mil	10/12/2012	Arlington, VA	VA
☐	Allen, Randall	allen.randall@gmail.com	07/14/2012	Oakton	VA
☐	Allen, William	heath.allen@caring4kids.com	04/21/2012	Gloucester	VA
☐	Arnowitz, Jeff	jarnowitz@bethelnorfolk.com	08/05/2012	Norfolk	VA
☐	Arthur, Carolyn	carriearthur@me.com	07/23/2012	Norfolk	VA
☐	Austin, Hedley	heaustin@cox.net	09/02/2012	Chesapeake	VA
☐	Bagnell, Richard	richard.bagnell@darpa.mil	10/12/2012	Arlington	VA
☐	Bahr, Stephanie	bahr.stephanie@gmail.com	07/23/2012	Chesapeake	VA
☐			02/07/2012	Virginia Beach	VA
☐			01/25/2012	NORFOLK	VA
☐			07/23/2012	Virginia Beach	VA
☐			02/08/2012	Fairfax	VA

Chart Type: Start Date: End Date: [Show Report](#)

CONUS DV Embarks (1/1/2012 - 12/31/2012) (1521 total)



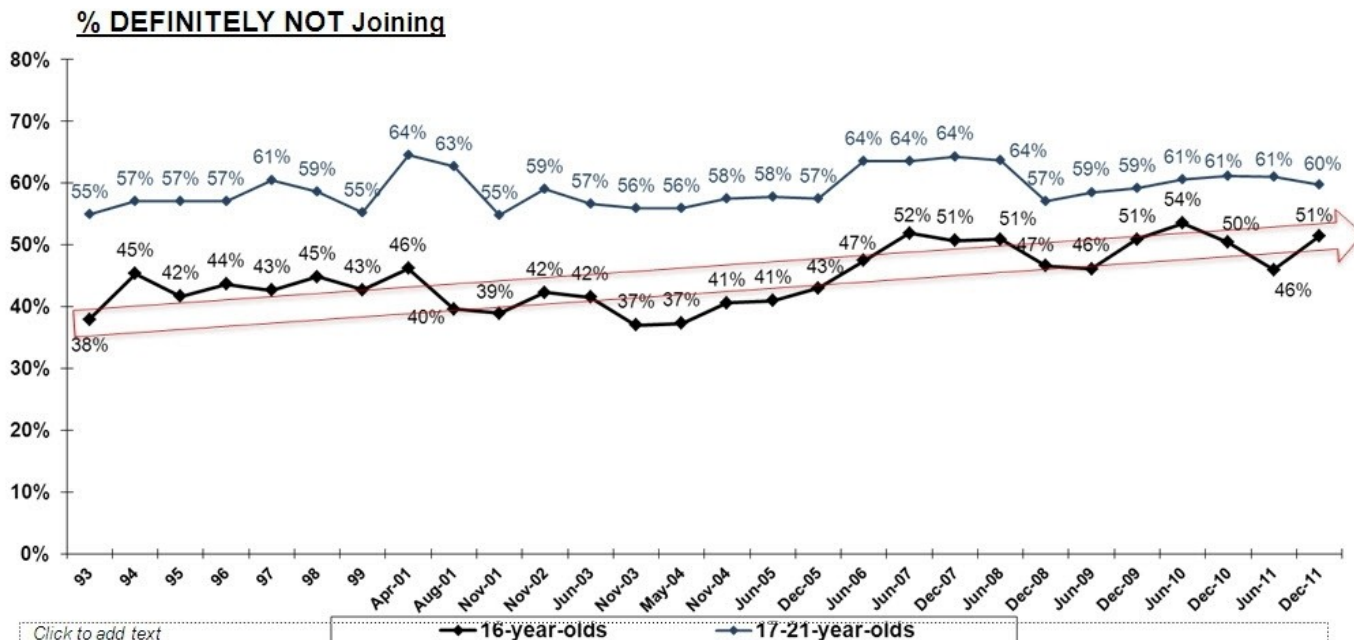


Youth Interest in Military Service

Propensity: Definitely Not Joining

By Age Cohort

As the Military's connection with the American public dwindles, more youth are ruling out the possibility of military service **by the age 16**.



JAMRS

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What You Do Matters!